



California Agritourism News July 2016 from the University of California Small Farm Program

Greetings!

Thanks for reading! Here's what's in this issue:

- Recorded agritourism webinars all available online
- Customer Engagement: U-Pick membership programs
- County zoning ordinance updates
- Santa Barbara winery ordinance guest editorial
- Farm stay promotion at farmers' markets
- CalAgTour.org free directory and calendar
- Useful resources

Please let us know what's going on in your county or region, or on your farm or ranch, to share in the next issue.

Penny Leff, UC Small Farm Program Agritourism Coordinator

Did you miss them? Agritourism Webinar Recordings all available online



Recordings, handouts and presentations from the five "Agritourism Conversations" webinars held May 19 through July 14 are now posted on the [UC Small Farm Program](#) website for anytime viewing. Thanks to all the speakers!

Some tips from the last webinar, *Five-star Customer Experience:*

- Your website is your customers' very first impression. Make it EASY to find information, contact you and book online.
- Your farm entrance sets your guests' expectations. Look at it again.
- Your brand is not your logo. It's what people perceive you to be.

- Give overnight guests a "danger tour"
- Parking and potties are always #1 concerns
- Urbanites look for water or hand-washing stations
- Handle problems immediately. Have a plan
- Exceed customer expectations. They'll tell others and come back for more

[See more: Full webinar series recordings & presentation slides](#)

Agritourism Online Conversation Forum

We're continuing to discuss agritourism issues online in the [CA Agritourism Group](#) in FarmsReach. Please join in!

Customer Engagement: U-Pick Membership Programs

For a small-scale farm, opening up the fields and orchards to the public and allowing them to pick their own crops can be a wonderful way to engage happy customers and teach children where their food comes from.



It can also mean opening the family farm to people who trample vegetable beds, let their children break apple tree branches, and "sample" more than they buy. Two California farms, [Suzie's Farm](#) in San Diego and [Gabriel Farm](#) in Sonoma County, have set up U-Pick membership programs that allow them to invite U-Pickers while controlling potential damage and limiting overcrowding... [...read more](#)



County regulatory updates

- **Riverside County:** New zoning ordinances went into affect July 21, 2016. Zones of interest, allowing some agritourism activities (with conditions) are "Citrus/Vineyard" zones and "Wine Country" zones (details on pages 231 - 290 of the [zoning ordinance](#))

Permitting for "Temporary Events" is also discussed on page 491 of the same document.

- **Santa Barbara County:** The Santa Barbara County Planning Commission will meet on Wednesday, Aug. 3 at 9 a.m. at 123 East Anapamu Street, Santa Barbara to discuss the Santa Barbara Winery Ordinance and vacation rentals, both of which affect agritourism permitting. Meeting agenda and staff reports are available at http://sbcountyplanning.org/boards/pc/cpc_documents.cfm?DocID=18090

Santa Barbara County

by Lisa Bodrogi, Cuvée Connections

During recent hearing on the Santa Barbara County Winery Ordinance county officials referred to the goal of the re-write to "limit the amount of wineries" and "restrict winery growth."



Lisa Bodrogi

The county's pursuit to limit winery growth puts further skids on growing an agri-tourism industry... [Read full guest editorial by Lisa Bodrogi](#)

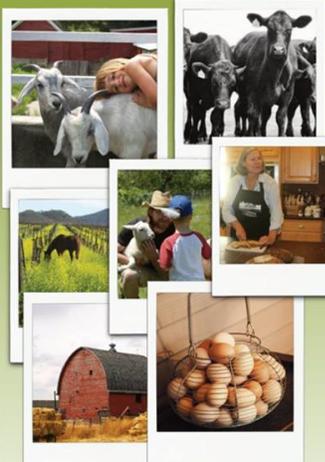
Sell at Farmers' Markets? Promote Farm Stays!

The U.S. Farm Stay Association, a national organization of farm stay operators, has just created some promotional rack cards to be handed out at farmers' markets.

If you'd like some cards to display at your farmers' market stall, please email scottie@farmstayus.com with "Farmers Markets" in the subject.

Learn more about the [U.S. Farm Stay Association](#)

Have you ever stayed overnight on a farm?



Have you ever
...collected eggs from a chicken's nest?
...snuggled a newborn lamb?
...harvested a crop?

www.FarmStayUS.com
Find Your Perfect Farm Stay Vacation



Can they find you on www.calagtour.org?

Every month, thousands of people look [here](#) for farms and ranches to visit and farm events to attend. Listing your operation on the site will help them find YOU. (Don't forget to upload a picture, too.)

If you are a working California farmer or rancher operating an agritourism business or organizing agritourism events, we invite you to complete the [directory application](#) or the [event listing](#) form online. **It's all free.** If you're already a member, please check your listing and use the [update form](#) to send us changes (and a picture).

(To let us know about your events, please add paleff@ucdavis.edu to your email marketing list or use the event listing form. Please let us know what you've got planned so we can help you promote yourself)

Some useful resources...

- Handouts, presentations and notes from the recent [Agritourism Intensive classes](#) held in Modesto, Redding and Quincy.
- [Marketing Regional Farms and Wineries: A Guide for California Agricultural Marketing Groups](#) - published online in November 2015 by the UC Small Farm Program.
- [Farm-Based Education Network](#) - A free international member network established to strengthen and support the work of educators, farmers and community leaders providing access and experiences of all kinds on productive working farms.
- [Farm Stay U.S.](#) -The website of the U.S. Farm Stay Association, promoting farm and ranch stays in the United States and providing resources for farm stay operators and visitors.



- [Hipcamp Landshare](#) - rural accommodations marketing site - If you are legally permitted to offer camping, cabins, or any kind of farm stay or guest ranch on your land, these San Francisco based folks may be good marketing partners.
- [Integrating Safety into Agritourism](#) - This website contains a variety of walk-throughs, checklists, signs and other resources to help owners identify and fix health and safety hazards.
- [AgritourismReady website](#) - Created by Ohio State University Extension: A One Stop Shop for preparing your emergency management plan
- [North American Farm Direct Marketing Association](#) (NAFDMA) - a membership based trade association dedicated to providing endless peer-to-peer learning opportunities, connections and resources, for farmers who are passionate about the business of agritourism and farm direct marketing.
- [UC Small Farm Program Agritourism](#) - research reports, factsheets and guides, handouts and presentations from workshops, articles and current projects
- [World Wide Opportunities on Organic Farms](#) (WWOOF US) - linking visitors with organic farmers for educational exchange



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